



## **AAFES Takes the Exchange Benefit 'On the Road' for Guard and Reserve Families**

DALLAS – The Army & Air Force Exchange Service is “on the road again,” taking the exchange benefit directly to Guard and Reserve families across CONUS and Hawaii. With semi trailers packed tight with “tax free” electronics, toys and footwear, AAFES intends to join the Defense Commissary Agency for some 40 on site sales in 2008.

“These events are primarily targeted towards National Guard members, Reservists and their Families, many of whom live great distances from brick-and-mortar exchange facilities,” said AAFES’ Senior Vice President of Sales Maggie Burgess. “Taking the benefit to communities that don’t have day-to-day exchange support is extremely important as 25 percent, or nearly 3 million, of the 11.5 million Armed Forces members eligible to shop the exchange come from Guard and Reserve Families.”

With future stops scheduled for Fort Pickett, Grissom ARB and even the island of Maui, AAFES has a slew of exclusive deals planned for these events such as “dollar pallet buys,” featuring merchandise at \$1, \$2 and \$3 price points, “two for the price of one” DVD and CD sales and wine tasting promotions.

In 2007, AAFES provided nearly \$21 million in dividends from to Morale, Welfare and Recreation programs for the National Guard and Reserves. AAFES’ Commander Brig. Gen. Keith Thurgood, an Army Reservist himself, has charged the entire AAFES team with proactively reaching out to “warrior citizens” in an effort to deliver increased dividends to this important demographic.

“These on-site sales are just one element of the exchange’s increased focus on supporting the Guard and Reserve,” said Burgess. “For example, AAFES’ Direct Marketing division is customizing special coupons and promotions just for Guard and Reserve shoppers and aggressively communicating the advantages of the world’s largest BX/PX, <http://www.aafes.com>.”

Scheduled AAFES Guard and Reserve on-site sales are as follows.

<b><u>Date</u></b>	<b><u>Location</u></b>	<b><u>Unit Supported</u></b>
May 17, 2008	Fort Pickett	Army Guard
June 1, 2008	Greenville, NC	Naval Ops/7 Marine Units
June 5-8, 2008	Charlotte, NC	Air National Guard
June 13-15, 2008	Island of Maui, HI	ANG-292 Combat/Comm
June 27-29, 2008	Warrenton, OR	National Guard
Aug. 1, 2008	Westover AFB	Marine Reserves/Army Guard
Aug. 1-2, 2008	Grissom ARB	Terre Haute Air National Guard
Aug. 17-19, 2008	Paso Robles, CA	San Louis National Guard
Sept. 1-6, 2008	Salt Lake City, UT	Camp Williams National Guard
Sept. 12-14, 2008	Portland, OR	Air National Guard
Oct. 4, 2008	Grissom ARB	Terre Haute Air National Guard
Oct. 17-19, 2008	Hilo, HI	ANG-291 Combat/Comm
Nov. 1, 2008	Grissom ARB	Terre Haute Air National Guard

Nov. 1, 2008

Westfield, MA

Air Guard/Army Reserves

The Army & Air Force Exchange Service is a joint command and is directed by a Board of Directors which is responsible to the Secretaries of the Army and the Air Force through the Service Chiefs of Staff. AAFES has the dual mission of providing authorized patrons with articles of merchandise and services and generating non-appropriated fund earnings as a supplemental source of funding for military Morale, Welfare and Recreation (MWR) programs. To find out more about AAFES' history and mission or to view recent press releases please visit our Web site at <http://www.aafes.com/pa/default.asp>